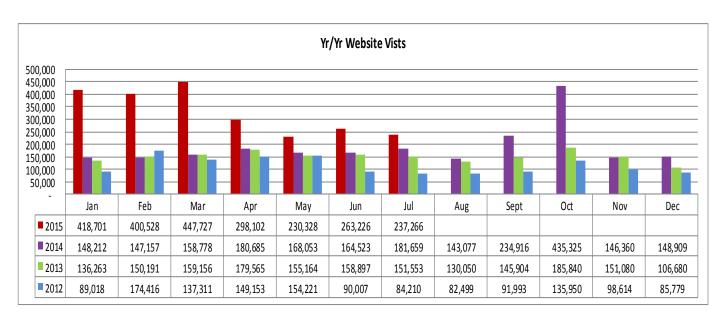


TOURISM INDUSTRY INDICATORS

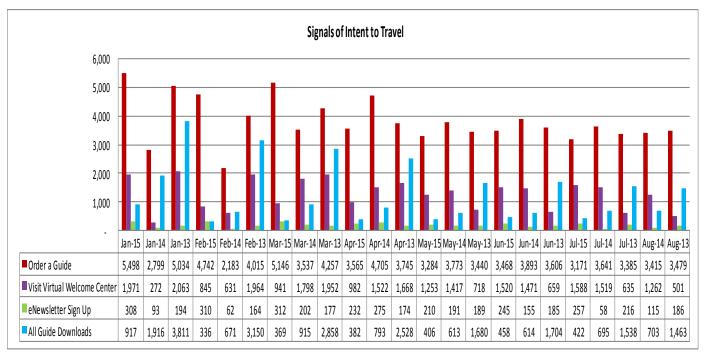
AUGUST 2015 MONTHLY TRACKING DASHBOARD

Produced by the Louisiana Office of Tourism

LOUISIANATRAVEL.COM

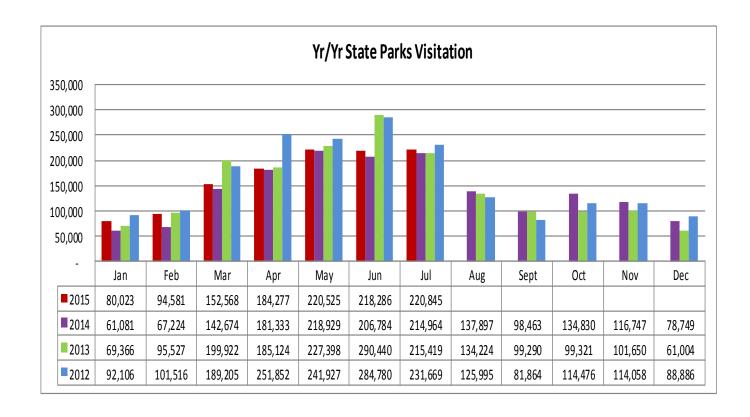


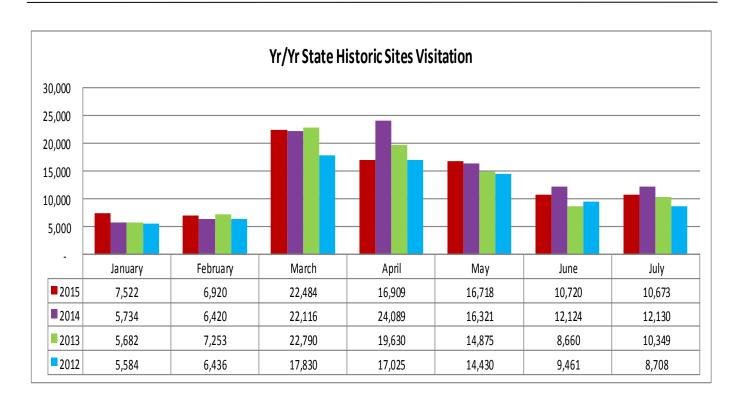
LouisianaTravel.com website showed a notable increase of 31 percent in total web visits in July 2015 over July 2014.



Source: Google Analytics

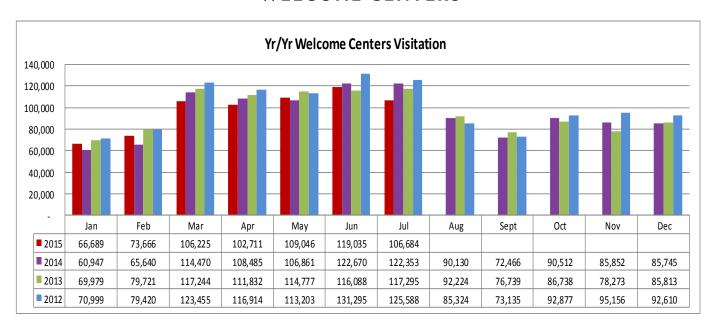
STATE PARKS





Source: Louisiana State Parks

WELCOME CENTERS



Statewide welcome centers had a significant decrease of 13 percent in visitation in July 2015 over July 2014 due to the Capitol Park Welcome Center closing to visitors in July.

Welcome Centers Visitor Totals

International - July 2015		
France	1,007	
Canada*	904	
Mexico	558	
Australia	445	
Germany	393	

States** - July 2015		
Texas	27,229	
Mississippi	8,790	
Florida	7,074	
Alabama	5,244	
Georgia	4,147	

Cities** - July 2015	
Houston, TX	2,435
Fort Worth, TX	1,186
San Antonio, TX	982
Mobile, AL	910
Dallas, TX	903

International Jan - July 2015	
Canada*	15,105
France	6,666
United Kingdom	4,477
Mexico	4,337
Germany	4,004

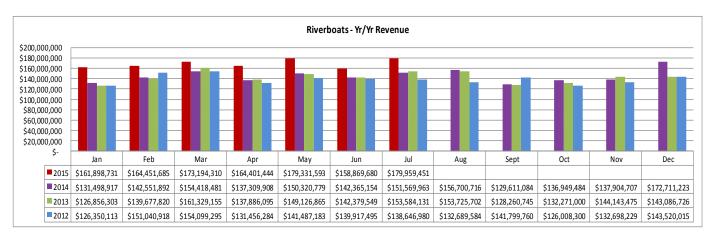
States** Jan - July 2015		
152,758		
58,720		
39,622		
34,305		
20,241		

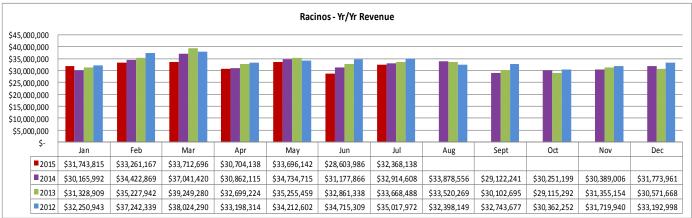
Cities** Jan - July 2015	
Houston, TX	27,816
Mobile, AL	6,933
San Antonio, TX	5,406
Pensacola, FL	4,851
Dallas, TX	4,530

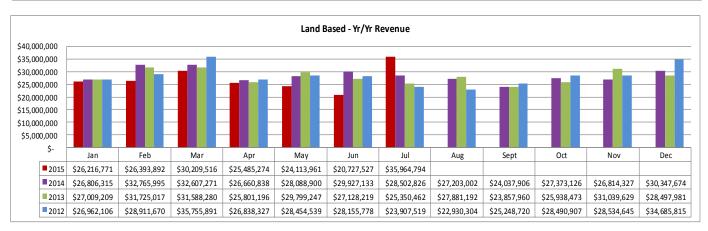
Source: Louisiana Welcome Centers

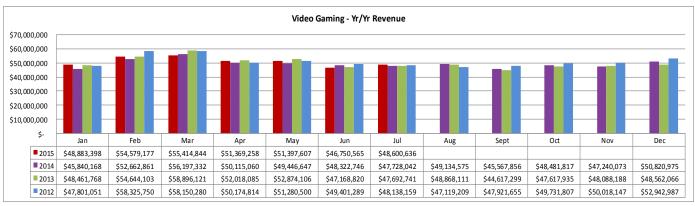
^{*} Includes all of Canadian provinces in total. ** Excludes Louisiana residents.

GROSS GAMING REVENUE









Source: Louisiana State Police